

PLAN A PLAN - O - GRAM

STORE#S/608,611,647,288,664,341,423

SPECIFICATIONS

ROWS: 138

FOR: PATHMARK

CAPACITY: 759

DATE: 1/1/96

POG # 15

3x4 6 SHELF

AUTHORIZED BY: *Antela*

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	69	414	54.5		
RJ. REYNOLDS	16.0	23	115	15.1		
LORRILLARD	11.0	18	90	11.8		
B&W	12.0	18	90	11.8		
NO FRILLS		5	25	3.3		
LM	2.0	5	25	3.3		
TOTAL		138	759			

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
NO FRILLS L&M 5 ROWS 5 ROWS 5 HIGH
LOR. B&W 5 ROWS 5 ROWS 5 HIGH 5 HIGH
RJR 10 ROWS 5 HIGH

4 PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH
LOR 13 ROWS 5 HIGH
B&W 13 ROWS 5 HIGH
RJR 13 ROWS 5 HIGH

51846 4985

PLAN A PLAN - O-GRAM

STORE#S/558

SPECIFICATIONS

ROWS: 273.6
CAPACITY: 1,368
DATE: Jan-98
AUTHORIZED BY: *H. Allen*

FOR: PATHMARK
4x4x4 7 SHELF

POG # 16

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	148	738	53.5		
RJ. REYNOLDS	16.0	42	210	15.4		
LORRILLARD	11.0	36	180	13.2		
B&W	12.0	36	180	13.2		
L&M	2.0	6	30	2.2		
NO FRILLS		6	30	2.2		
TOTAL		274	1368			

4 PM 12 ROWS 8 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
PM NO FRILLS 6 ROWS 6 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

4 PM 12 ROWS 8 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

4 PM 12 ROWS 8 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
LM RJR 6 ROWS 6 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

51846 4986

PLAN A PLAN - O-GRAM

STORE#S/286

SPECIFICATIONS

ROWS: 258.4

CAPACITY: 1,292

DATE: Jan-98

AUTHORIZED BY: *[Signature]*

FOR: PATHMARK

4x4x3 7 SHELF

POG #17

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	138	692	53.5		
RJ. REYNOLDS	16.0	40	200	15.5		
LORRILLARD	11.0	36	180	13.2		
B&W	12.0	32	160	13.2		
L&M	2.0	6	30	2.6		
NO FRILLS		6	30	2.6		
TOTAL		258	1292			

4
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
PM NO FRILLS
6 ROWS 6 ROWS
5 HIGH
LOR
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH

4
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
LOR
12 ROWS
5 HIGH
LOR
12 ROWS
5 HIGH
B&W
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH

3
PM
10 ROWS
8 HIGH
PM
10 ROWS
5 HIGH
PM
10 ROWS
5 HIGH
PM
10 ROWS
5 HIGH
B&W
10 ROWS
5 HIGH
B&W
10 ROWS
5 HIGH
RJR LM
4 ROWS 6 ROWS
5 HIGH

51846 4987

PLAN A PLAN - O-GRAM

STORE#S/662,186

SPECIFICATIONS

ROWS: 144

CAPACITY: 612

DATE: Jan-98

AUTHORIZED BY: *H. [Signature]*

FOR: PATHMARK

4X4XX3 /4 SHELF

POG #18

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	72	324	52.9			
R.J. REYNOLDS	16	23	92	15			
LORRILLARD	11	23	92	15			
B&W	12	13	52	8.5			
NO FRILLS		6	24	3.9			
L&M	2	7	28	4.6			
TOTAL		144	612				

4 FT

PM 13 ROWS 5 HIGH
PM 13 ROWS 4 HIGH
NO FRILLS LM 6 R & 7 R 4 HIGH
B&W 13 ROWS 4 HIGH

4FT

PM 13 ROWS 5 HIGH
PM 13 ROWS 4 HIGH
LOR 10 ROWS 4 HIGH
RJR 13 ROWS 4 HIGH

3FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
LOR 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH

51846 4988

PLAN A PLAN - O - GRAM

STORE#S/155

SPECIFICATIONS

ROWS: 230

CAPACITY: 966

DATE: Jan-98

AUTHORIZED BY: *N. V. J. J.*

FOR: PATHMARK

4x4x4x3 5 SHELF

POG #19

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	116	510	52.7			
RJ. REYNOLDS	16	40	160	16.5			
LORRILLARD	11	36	144	14.9			
B&W	12	22	88	9.1			
NO FRILLS		6	24	2.5			
L&M	2	10	40	4.1			
TOTAL		230	966				

4FT
PM
12 ROWS
5 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
NO FRILLS RJR
6 ROWS 6 ROWS
4 HIGH
RJR
12 ROWS
4 HIGH

4FT
PM
12 ROWS
5 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
LOR
12 ROWS
4 HIGH
LOR
12 ROWS
4 HIGH

4FT
PM
12 ROWS
5 HIGH
PM
12 ROWS
4 HIGH
B&W
12 ROWS
4 HIGH
LOR.
12 ROWS
4 HIGH
RJR
12 ROWS
4 HIGH

3FT
PM
10 ROWS
5 HIGH
PM
10 ROWS
4 HIGH
B&W
10 ROWS
4 HIGH
LM
10 ROWS
4 HIGH
RJR
10 ROWS
4 HIGH

51846 4989

PLAN A PLAN-O-GRAM

STORE#S/299,644

SPECIFICATIONS

ROWS: 245

CAPACITY: 1,029

DATE: Jan-98

AUTHORIZED BY: *H. Hill*

FOR: PATHMARK

3X4X4X4 5 SHELF

POG #20

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	131	573	55.6			
RJ. REYNOLDS	16	39	156	15.2			
LORRILLARD	11	33	132	12.8			
B&W	12	30	120	11.6			
NO FRILLS		6	24	2.3			
L&M	2	6	24	2.3			
TOTAL		245	1,029				

3FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
PM 10 ROWS 4 HIGH
PM 10 ROWS 4 HIGH
NO FRILLS B&W 6 ROWS 4 ROWS 4 HIGH

4FT

PM 13 ROWS 5 HIGH
PM 13 ROWS 4 HIGH
PM 13 ROWS 4 HIGH
LOR 13 ROWS 4 HIGH
LOR 13 ROWS 4 HIGH

4FT

PM 13 ROWS 5 HIGH
PM 13 ROWS 4 HIGH
RJR 13 ROWS 4 HIGH
LOR. LM 7 ROWS & 6 ROWS 4 HIGH
B&W 13 ROWS 4 HIGH

4FT

PM 13 ROWS 5 HIGH
PM 13 ROWS 4 HIGH
RJR 13 ROWS 4 HIGH
RJR 13 ROWS 4 HIGH
B&W 13 ROWS 4 HIGH

51846 4990

PLAN A PLAN - O-GRAM

STORE# 175

SPECIFICATIONS

ROWS: 220

CAPACITY: 1,104

DATE: Jan-98

AUTHORIZED BY: *h. Hle*

FOR: PATHMARK

4X4X4X4 4 SHELF

POG #21

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	118	594	54%			
RJ. REYNOLDS	16	36	180	16%			
LORRILLARD	11	28	140	13%			
B&W	12	24	120	11%			
NO FRILLS		6	30	3%			
L&M	2	8	40				
TOTAL		220	1,104				

4FT
PM
12 ROWS
8 HIGH
N.FRILLS/BASIC
6 ROWS/6 ROWS
5 HIGH
B&W
12 ROWS
5 HIGH
B&W
12 ROWS
5 HIGH

4FT
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH
LM LOR.
8 ROWS 4 ROWS
5 HIGH

4FT
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH
LOR.
12 ROWS
5 HIGH

4FT
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH
LOR.
12 ROWS
5 HIGH

51846 4991

PLAN A PLAN - O - GRAM

STORE#S/196 & 569

SPECIFICATIONS

ROWS: 281
CAPACITY: 1,406
DATE: Jan-98
AUTHORIZED BY: *R. All*

FOR: PATHMARK
3x5x3 7 SHELF

POG # 22

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	147	736	52.3		
RJ. REYNOLDS	16	47	235	16.7		
LORRILLARD	11	37	185	13.1		
B&W	12	34	170	12.1		
NO FRILLS		6	30	2.1		
L&M	2	10	50	3.5		
TOTAL		281	1,406			

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
PM NO FRILLS 4 ROWS 6 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
LM 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

5 PM 17 ROWS 8 HIGH
PM 17 ROWS 5 HIGH
PM 17 ROWS 5 HIGH
LOR 17 ROWS 5 HIGH
B&W 17 ROWS 5 HIGH
B&W 17 ROWS 5 HIGH
RJR 17 ROWS 5 HIGH

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

51846 4992

PLAN - O - GRAM

STORE #642

SPECIFICATIONS

ROWS: 120

CAPACITY: 504

DATE: Jan-98

AUTHORIZED BY: *A. Hill*

FOR: PATHMARK

2X2X2X2 5 SHELF

POG #23

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	60	264	52.3			
R.J. REYNOLDS	16	18	72	14.3			
LORILLARD	11	18	72	14.3			
B&W	12	18	72	14.3			
NO FRILLS							
L&M	2	6	24	4.7			
TOTAL		120	504				

2 FT

PM 6 ROWS 5 HIGH
PM 6 ROWS 4 HIGH
PM 6 ROWS 4 HIGH
LORILLARD 6 ROWS 4 HIGH
LM 6 ROWS 4 HIGH

2 FT

PM 6 ROWS 5 HIGH
PM 6 ROWS 4 HIGH
PM 6 ROWS 4 HIGH
LORILLARD 6 ROWS 4 HIGH
B&W 6 ROWS 4 HIGH

2 FT

PM 6 ROWS 5 HIGH
PM 6 ROWS 4 HIGH
RJR 6 ROWS 4 HIGH
LORILLARD 6 ROWS 4 HIGH
B&W 6 ROWS 4 HIGH

2 FT

PM 6 ROWS 5 HIGH
PM 6 ROWS 4 HIGH
RJR 6 ROWS 4 HIGH
RJR 6 ROWS 4 HIGH
B&W 6 ROWS 4 HIGH

51846 4993

PLAN A PLAN - O-GRAM

STORE# 552,534

SPECIFICATIONS

ROWS: 237
CAPACITY: 1,188
DATE: Jan-98
AUTHORIZED BY: *R. V. Hill*

FOR: PATHMARK
4x4x4 6 SHELF
POG # 24 WEST WINDSOR

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	129	648	54.5		
RJ. REYNOLDS	16.0	36	180	15.3		
LORRILLARD	11.0	36	180	15.3		
B&W	12.0	24	120	10.1		
L&M	2.0	6	30	2.5		
NO FRILLS		6	30	2.5		
TOTAL		237	1188			

4 PM 12 ROWS 8 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LM NO FRILLS 6 ROWS 6 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

4 PM 12 ROWS 8 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

4 PM 12 ROWS 8 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

51846 4994

PLAN A PLAN - O - GRAM

STORE# 528

SPECIFICATIONS

ROWS: 160
CAPACITY: 672
DATE: Jan-98
AUTHORIZED BY: *R. [Signature]*

FOR: Pathmark
3X4X3 5 SHELF

POG#25

revised 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	78	344	51.20%		
RJ. REYNOLDS	16.0	26	104	15.47%		
LORRILLARD	11.0	22	88	13.09%		
B&W	12.0	22	88	13.09%		
NO FRILLS		6	24	3.57%		
L&M	2.0	6	24	3.57%		
TOTAL		160	672			

3FT
PM
10 ROWS
5 HIGH
PM
10 ROWS
4 HIGH
PM
10 ROWS
4 HIGH
NO FRILLS BASIC
6 ROWS 4 ROWS
4 HIGH
RJR
10 ROWS
4 HIGH

4FT
PM
12 ROWS
5 HIGH
PM
12 ROWS
4 HIGH
LOR
12 ROWS
4 HIGH
B&W
12 ROWS
4 HIGH
RJR
12 ROWS
4 HIGH

3FT
PM
10 ROWS
5 HIGH
PM
10 ROWS
4 HIGH
LOR
10 ROWS
4 HIGH
B&W
10 ROWS
4 HIGH
RJR LM
4 ROWS 6 ROWS
4 HIGH

51846 4995

PLAN A PLAN - O - GRAM

REVISED 1/98

SPECIFICATIONS

ROWS: 208.8
CAPACITY: 1,044
DATE: Jan-98
AUTHORIZED BY: *R. Allen*

FOR: PATHMARK /GRAYS FERRY #532
3x3 7 SHELF
3 SHELF/24 ROW GLASS ENCLOSURE
POG#532

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	109.8	549	52.5		
R.J. REYNOLDS	16	33	165	16		
LORRILLARD	11	24	120	11.5		
B&W	12	24	120	11.5		
L&M	2	9	45	4.3		
NO FRILLS		9	45	4.3		
TOTAL		208.8	1,044	100		

CARTON FIXTURE

3
PM 9 ROWS 8 HIGH
PM 9 ROWS 5 HIGH
PM 9 ROWS 5 HIGH
PM 9 ROWS 5 HIGH
PM 9 ROWS 5 HIGH
NO FRILLS 9 ROWS 5 HIGH
RJR 9 ROWS 5 HIGH

3
PM 9 ROWS 8 HIGH
PM 9 ROWS 5 HIGH
PM 9 ROWS 5 HIGH
PM 9 ROWS 5 HIGH
PM 9 ROWS 5 HIGH
PM 9 ROWS 5 HIGH
LM 9 ROWS 5 HIGH

GLASS ENCLOSURE

LOR. 24 ROWS 5 HIGH
RJR 24 ROWS 5 HIGH
B&W 24 ROWS 5 HIGH

51846 4996

PLAN A PLAN - O - GRAM

SPECIFICATIONS

ROWS: 146.4

CAPACITY: 732

DATE: Jan-98

AUTHORIZED BY: *N. Hill*

FOR: PATHMARK: FRANKFORD AVE

4x4 7 SHELF

POG # 553

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	80.4	402	54.9		
RJ. REYNOLDS	16	24	120	16.4		
LORRILLARD	11	18	90	12.3		
B&W	12	18	90	12.3		
NO FRILLS		6	30	4		
L&M	2	0	0	0		
TOTAL		146.4	732			

4 PM 12 ROWS 3 HIGH
PM NO FRILLS 6 ROWS 6 ROWS 3 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
B & W 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

4 PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
LOR & B&W 6 ROWS 6 ROWS 5 HIGH

51846 4997

PLAN A PLAN - O - GRAM

NO REVISIONS

SPECIFICATIONS

ROWS: 191.6

CAPACITY: 958

DATE: Jan-98

AUTHORIZED BY: *M. Vell*

FOR:

PATHMARK /CITY LINE #556

4x4 7 SHELF

3 SHELF/24 ROW GLASS ENCLOSURE

POG#556

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	106.6	533	55.6		
R.J. REYNOLDS	16	24	120	12.5		
LORRILLARD	11	24	120	12.5		
B&W	12	24	120	12.5		
L&M	2	7	35	3.7		
NO FRILLS		6	30	3.1		
TOTAL		191.6	958	99.9		

CARTON FIXTURE

4
PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH
NO FRILLS LM 6 ROWS 7 ROWS 5 HIGH

4
PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH

GLASS ENCLOSURE

RJR 24 ROWS 5 HIGH
LOR. 24 ROWS 5 HIGH
B&W 24 ROWS 5 HIGH

51846 4998

PLAN A PLAN - O - GRAM

REVISED 1/98

SPECIFICATIONS

ROWS: 231.6
CAPACITY: 1,158
DATE: Aug-96
AUTHORIZED BY: *R. V. Stahl*

FOR: PATHMARK /COTTMAN #564
3x3 7 SHELF
3 SHELF/24 ROW GLASS ENCLOSURE
POG#564

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	120.6	603	52		
R.J. REYNOLDS	16	39	195	17.2		
LORRILLARD	11	24	120	10.9		
B&W	12	30	150	12.9		
L&M	2	9	45	3.9		
NO FRILLS		9	45	3.9		
TOTAL		231.6	1,158	100.8		

CARTON FIXTURE

3
PM
9 ROWS
8 HIGH
PM
9 ROWS
5 HIGH
PM
9 ROWS
5 HIGH
PM
9 ROWS
5 HIGH
NO FRILLS
9 ROWS
5 HIGH
RJR
9 ROWS
5 HIGH
LM
9 ROWS
5 HIGH

4
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
RJR BW
6 ROWS 6 ROWS
5 HIGH

GLASS ENCLOSURE

RJR
24 ROWS
5 HIGH
LOR.
24 ROWS
5 HIGH
B&W
24 ROWS
5 HIGH

51846 4999

PLAN A PLAN - O - GRAM

SPECIFICATIONS

ROWS: 216

CAPACITY: 984

DATE: Jan-98

AUTHORIZED BY: *M. G. Hill*

FOR: PATHMARK / MARLBORO # 571

4x4 7 SHELF

3 SHELF/24 ROW GLASS ENCLOSURE

POG#571

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	120	504	51		
R.J. REYNOLDS	16	38	190	19.3		
LORRILLARD	11	28	140	14		
B&W	12	18	90	9.1		
L&M	2	6	30	3		
NO FRILLS		6	30	3		
TOTAL		216	984	99.4		

CARTON FIXTURE

4
PM
12 ROWS
8 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH

4
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH

GLASS ENCLOSURE

RJR
32 ROWS
5 HIGH
LOR. LM
28 ROWS 4 ROWS
5 HIGH
NO FRILLS B&W LM
6 ROWS 18 ROWS 2 ROWS
5 HIGH

51846 5000

PLAN - O - GRAM

SPECIFICATIONS

ROWS: 252

CAPACITY: 1,116

DATE: Jan-98

AUTHORIZED BY: *h. H*

FOR: PATHMARK

4X4X4 5 SHELF/GLASS ENCLOSURE

HOWELL

POG #573

HAZLET

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	132	564	50.5			
RJ. REYNOLDS	16	40	200	17.9			
LORILLARD	11	36	168	15.1			
B&W	12	32	136	12.2			
NO FRILLS		6	24	2.1			
L&M	2	6	24	2.1			
TOTAL		252	1,116				

4FT
PM
12 ROWS
5 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
NO FRILLS & LM
6 ROWS 6 ROWS
4 HIGH
B&W
12 ROWS
4 HIGH

4FT
PM
12 ROWS
5 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
B&W
12 ROWS
4 HIGH

4FT
PM
12 ROWS
5 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
PM
12 ROWS
4 HIGH
LORILLARD
12 ROWS
4 HIGH

GLASS ENCLOSURE
LORILLARD
24 ROWS
5 HIGH
RJR
24 ROWS
5 HIGH
RJR B&W
16 ROWS 8 ROWS
5 HIGH

PLAN A PLAN - O - GRAM

STORE #S 646,685,114

SPECIFICATIONS

ROWS: 153.6
CAPACITY: 768
DATE: May-97
AUTHORIZED BY: *A. J. Lee*

FOR: PATHMARK
4x4 6 SHELF

POG#1

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	81.6	408	53.1		
RJ. REYNOLDS	16	24	120	15.6		
LORRILLARD	11	18	90	11.7		
B&W	12	18	90	11.7		
L&M	2	6	30	3.9		
NO FRILLS		6	30	3.9		
TOTAL		153.6	768			

4 PM 12 ROWS 7 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
NO FRILLS LM 6 ROWS 6 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

4 PM 12 ROWS 7 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
B&W LOR. 6 ROWS 6 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

51846 5002

PLAN A PLAN - O-GRAM

STORE# 289

SPECIFICATIONS

ROWS: 220

FOR: Pathmark

CAPACITY: 924

5X5X3 5 SHELF

DATE: Jan-96

AUTHORIZED BY: *C. Hale*

POG#2

revised 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	115	504	54.50%		
RJ. REYNOLDS	16.0	38	152	16.50%		
LORRILLARD	11.0	27	108	11.70%		
B&W	12.0	27	108	11.70%		
NO FRILLS		7	28	3.00%		
L&M	2.0	6	24	2.60%		
TOTAL		220	924			

5FT
PM
17 ROWS
5 HIGH
PM
17 ROWS
4 HIGH
PM
17 ROWS
4 HIGH
NO FRILLS BASIC
7 ROWS 10 ROWS
4 HIGH
RJR
17 ROWS
4 HIGH

5FT
PM
17 ROWS
5 HIGH
PM
17 ROWS
4 HIGH
LOR
17 ROWS
4 HIGH
B&W
17 ROWS
4 HIGH
RJR
17 ROWS
4 HIGH

3FT
PM
10 ROWS
5 HIGH
PM
10 ROWS
4 HIGH
LOR
10 ROWS
4 HIGH
B&W
10 ROWS
4 HIGH
LM
10 ROWS
4 HIGH

51846 5003

PLAN - O - GRAM

Store # 626

SPECIFICATIONS

ROWS: 220

FOR: PATHMARK

CAPACITY: 924

4X4X3X3 5 SHELF

DATE: Jan-98

AUTHORIZED BY: *P. V. V. V.*

POG# 3

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	112	492	53.2			
RJ. REYNOLDS	16	40	160	17.3			
LORILLARD	11	28	112	12.1			
B&W	12	26	104	11.3			
NO FRILLS		8	32	3.5			
L&M	2	6	24	2.6			
TOTAL		220	924				

4FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
PM 12 ROWS 4 HIGH
NO FRILLS LOR. 8 ROWS 4 ROWS 4 HIGH
B&W 12 ROWS 4 HIGH

4FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
PM 12 ROWS 4 HIGH
LORILLARD 12 ROWS 4 HIGH
LORILLARD 12 ROWS 4 HIGH

3FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
B&W 10 ROWS 4 HIGH

3 FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
LM 10 ROWS 4 HIGH

51846 5004

PLAN A PLAN - O - GRAM

STORE # 623,591

SPECIFICATIONS

ROWS: 177.6
CAPACITY: 888
DATE: Jan-98
AUTHORIZED BY: *M. V. Stela*

FOR: PATHMARK
4x4 7 SHELF

POG #4

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	99.6	498	56		
R.J. REYNOLDS	16	24	120	13.5		
LORRILLARD	11	20	100	11.3		
B&W	12	20	100	11.3		
L&M	2	8	40	4.5		
NO FRILLS		6	30	3.3		
TOTAL		177.6	888			

4 PM 12 ROWS 7 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
PM NO FRILLS 6 ROWS 6 ROWS 5 HIGH
LOR 12 ROWS 5 HIGH
B & W 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH

4 PM 12 ROWS 7 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
PM 12 ROWS 5 HIGH
LOR LM 8 ROWS 4 ROWS 5 HIGH 5 HIGH
B & W LM 8 ROWS 4 ROWS 5 HIGH 5 HIGH
RJR 12 ROWS 5 HIGH

51846 5005

PLAN A PLAN - O - GRAM

STORE# 530

SPECIFICATIONS

ROWS: 202.4

CAPACITY: 1,012

DATE: Nov-96

AUTHORIZED BY: *R. Vata*

FOR: PATHMARK

4X4X3X3 4 SHELF

POG # 5

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	108.4	542	54%			
RJ. REYNOLDS	16	32	160	16%			
LORRILLARD	11	24	120	12%			
B&W	12	24	120	12%			
NO FRILLS		6	30	3%			
L&M	2	8	40	4%			
TOTAL		202.4	1,012	100%			

4FT

PM 12 ROWS 8 HIGH
N.FRILLS/BASIC 6 ROWS/6 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH

4FT

PM 12 ROWS 8 HIGH
PM 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH
LM LOR. 8 ROWS 4 ROWS 5 HIGH 5 HIGH

3 FT

PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH
LOR. 10 ROWS 5 HIGH

3FT

PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH
LOR. 10 ROWS 5 HIGH

51846 5006

PLAN - O - GRAM

Store # 296

SPECIFICATIONS

ROWS: 200

CAPACITY: 840

DATE: Jan-98

AUTHORIZED BY: *K. Little*

FOR: PATHMARK

3X3X3X3 5 SHELF

POG # 6

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	100	440	52.3			
RJ. REYNOLDS	16	34	136	16.2			
LORILLARD	11	30	120	14.3			
B&W	12	20	80	9.5			
NO FRILLS		6	24	2.9			
L&M	2	10	40	4.7			
TOTAL		200	840				

3FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
PM 10 ROWS 4 HIGH
NO FRILLS RJR 6 ROWS 4 ROWS 4 HIGH
LM 10 ROWS 4 HIGH

3FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
PM 10 ROWS 4 HIGH
LORILLARD 10 ROWS 4 HIGH
LORILLARD 10 ROWS 4 HIGH

3FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
LORILLARD 10 ROWS 4 HIGH
B&W 10 ROWS 4 HIGH

3FT

PM 10 ROWS 5 HIGH
PM 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
B&W 10 ROWS 4 HIGH

51846 5007

PLAN A PLAN - O - GRAM

SPECIFICATIONS

PATCHOUGUE

ROWS: 217.8
CAPACITY: 1,089
DATE: Jan-98
AUTHORIZED BY: *K. Little*

FOR: PATHMARK
4x3x4 6 SHELF

POG # 7

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	118.8	594	54.5		
RJ. REYNOLDS	16	36	180	16.5		
LORRILLARD	11	24	120	11		
B&W	12	22	110	10.1		
NO FRILLS		9	45	4.1		
L&M	2	8	40	3.67		
TOTAL		217.8	1,089			

4
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
LOR.
12 ROWS
5 HIGH
LOR.
12 ROWS
5 HIGH
LM & B&W.
8 ROWS 4 ROWS
5 HIGH

3
PM
9 ROWS
8 HIGH
PM
9 ROWS
5 HIGH
PM
9 ROWS
5 HIGH
NO FRILLS
9 ROWS
5 HIGH
B&W
9 ROWS
5 HIGH
B&W
9 ROWS
5 HIGH

4
PM
12 ROWS
8 HIGH
PM
12 ROWS
5 HIGH
PM
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH
RJR
12 ROWS
5 HIGH

51846 5008

PLAN A PLAN - O - GRAM

STORE #S 627,645,639,563,620

SPECIFICATIONS

ROWS: 120 FOR: PATHMARK
 CAPACITY: 504
 DATE: 12/1/96 POG # 8 4x4 5 SHELF
 AUTHORIZED BY: *M. Velez* REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	60	264	52.3		
RJ. REYNOLDS	16.0	24	96	19.0		
LORRILLARD	11.0	18	72	14.3		
B&W	12.0	18	72	14.3		
NO FRILLS						
LM	2.0					
TOTAL		120	504	99.8		

4 PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
PM 12 ROWS 4 HIGH
LOR 12 ROWS 4 HIGH
LOR B&W 6 ROWS 6 ROWS 4 HIGH

4 PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH
B&W 12 ROWS 4 HIGH

51846 5009

PLAN-O-GRAM

Store #s 600,649,198,194,450,580,538,436,574,582,578,568,593,526,551,539,561
590,586,589,560 & 529

SPECIFICATIONS

ROWS: 240
CAPACITY: 1,008
DATE: Jan-98

FOR: PATHMARK
4X4X4X4 5 SHELF

AUTHORIZED BY: *R. Stahl*

POG #9

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	120	528	52.3			
R.J. REYNOLDS	16	48	192	19			
LORILLARD	11	32	128	12.7			
B&W	12	24	96	9.5			
NO FRILLS		8	32	3.1			
L&M	2	8	32	3.1			
TOTAL		240	1,008				

4FT	
PM	
12 ROWS	
5 HIGH	
PM	
12 ROWS	
4 HIGH	
PM	
12 ROWS	
4 HIGH	
NO FRILLS LOR.	
8 ROWS 4 ROWS	
4 HIGH	
L&M LOR.	
8 ROWS 4 ROWS	
4 HIGH	

4FT	
PM	
12 ROWS	
5 HIGH	
PM	
12 ROWS	
4 HIGH	
PM	
12 ROWS	
4 HIGH	
LORILLARD	
12 ROWS	
4 HIGH	
LORILLARD	
12 ROWS	
4 HIGH	

4FT	
PM	
12 ROWS	
5 HIGH	
PM	
12 ROWS	
4 HIGH	
RJR	
12 ROWS	
4 HIGH	
RJR	
12 ROWS	
4 HIGH	
RJR	
12 ROWS	
4 HIGH	

4FT	
PM	
12 ROWS	
5 HIGH	
PM	
12 ROWS	
4 HIGH	
B&W	
12 ROWS	
4 HIGH	
B&W	
12 ROWS	
4 HIGH	
RJR	
12 ROWS	
4 HIGH	

51846 5010

PLAN A PLAN - O - GRAM

STORE#S/291,128,180,190,575,438,535,567,421,577

SPECIFICATIONS

ROWS: 250 FOR: PATHMARK
CAPACITY: 1,254 3x4x3 7 SHELF
DATE: Jan-98
AUTHORIZED BY: *H. White* POG # 10 REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	134	674	53.7		
RJ. REYNOLDS	16	38	190	15.2		
LORRILLARD	11	36	180	14.3		
B&W	12	28	140	11.2		
NO FRILLS		6	30	2.4		
L&M	2	8	40	3.2		
TOTAL		250	1,254			

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
PM NO FRILLS 6 ROWS 4 ROWS 5 HIGH
LM NO FRILLS 8 ROWS 2 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

4 PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH
LOR 13 ROWS 5 HIGH
LOR 13 ROWS 5 HIGH
B&W 13 ROWS 5 HIGH
RJR 13 ROWS 5 HIGH

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
B&W RJR 5 ROWS 5 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

51846 5011

PLAN - D - GRAM

STORE #S 292,452,581,527,534,572,594,282,284,270,682,683,619,634,604,632,298,293,
641,602,615,633 & 636

SPECIFICATIONS

ROWS: 180

CAPACITY: 756

DATE: Jan-98

AUTHORIZED BY: *R. Hite*

FOR: PATHMARK

4X4X4 5 SHELF

POG #11

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	90	396	52.3		
RJ. REYNOLDS	16	36	144	19		
LORILLARD	11	24	96	12.6		
B&W	12	18	72	9.5		
NO FRILLS		6	24	3.2		
L&M	2	6	24	3.2		
TOTAL		180	756	99.8		

4FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
NO FRILLS BASIC 6 ROWS 6 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH

4FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
PM 12 ROWS 4 HIGH
LORILLARD 12 ROWS 4 HIGH
LORILLARD 12 ROWS 4 HIGH

4FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
B&W 12 ROWS 4 HIGH
L&M B&W 8 ROWS 4 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH

51846 5012

PLAN A PLAN - O - GRAM

STORE#S/618,554,526

SPECIFICATIONS

ROWS: 228
CAPACITY: 1,140
DATE: Jan-98
AUTHORIZED BY: *H. H. H.*

FOR: PATHMARK
3x3x3 7 SHELF

POG #12

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	122	610	53.5		
R.J. REYNOLDS	16.0	34	170	15.0		
LORRILLARD	11.0	30	150	13.2		
B&W	12.0	30	150	13.2		
L&M	2.0	6	30	2.6		
NO FRILLS		6	30	2.6		
TOTAL		228	1140			

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
PM NO FRILLS 4 ROWS 6 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH
LM RJR 6 ROWS 4 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

3 PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

51846 5013

STORE#S/663,579,,547,595

SPECIFICATIONS

ROWS: 211.6

FOR: PATHMARK

CAPACITY: 920

3X3X4X4 4 SHELF

DATE: Jan-98

AUTHORIZED BY: *[Signature]*

POG #13

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	58.8	113.6	528	57.3			
RJ. REYNOLDS	16	36	144	15.6			
LORRILLARD	11	26	104	11.3			
B&W	12	24	96	10.4			
NO FRILLS		6	24	2.6			
L&M	2	6	24	2.6			
TOTAL		211.6	920				

3FT

PM
10 ROWS 8 HIGH
N.F PM 6 ROWS 4 ROWS 4 HIGH
LM & B&W 6 ROWS 4 ROWS 4 HIGH
B&W 10 ROWS 4 HIGH

3FT

PM
10 ROWS 8 HIGH
PM 10 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH
B&W 10 ROWS 4 HIGH

4FT

PM
13 ROWS 8 HIGH
PM 13 ROWS 4 HIGH
RJR 13 ROWS 4 HIGH
LOR 13 ROWS 4 HIGH

4FT

PM
13 ROWS 8 HIGH
PM 13 ROWS 4 HIGH
RJR 13 ROWS 4 HIGH
LOR 13 ROWS 4 HIGH

PLAN A PLAN - O - GRAM

STORE#S/648,622,112,178,189,536,512

SPECIFICATIONS

ROWS: 255
CAPACITY: 1,071
DATE: Nov-96
AUTHORIZED BY: *A. H. H.*

FOR: Pathmark
5X5X5 5 SHELF

POG#14

REVISED 1/98

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	58.8	129	567	52.9%		
RJ. REYNOLDS	16.0	43	172	16%		
LORRILLARD	11.0	34	136	12.7%		
B&W	12.0	34	136	12.7%		
NO FRILLS		7	28	2.6%		
L&M	2.0	8	32	2.9%		
TOTAL		255	1,071			

5FT PM 17 ROWS 5 HIGH
PM 17 ROWS 4 HIGH
PM 17 ROWS 4 HIGH
LOR 17 ROWS 4 HIGH
LOR 17 ROWS 4 HIGH

5FT PM 17 ROWS 5 HIGH
PM 17 ROWS 4 HIGH
PM NO FRILLS 10 ROWS 7 ROWS 4 HIGH
B&W 17 ROWS 4 HIGH
B&W 17 ROWS 4 HIGH

5FT PM 17 ROWS 5 HIGH
PM 17 ROWS 4 HIGH
RJR 17 ROWS 4 HIGH
RJR 17 ROWS 4 HIGH
LM RJR 8 ROWS 9 ROWS 4 HIGH

51846 5015